



NMI National Meeting
Portofino Bay - Orlando, FL
Sept. 6th - Sept. 10th, 2006

NTENDO

1

***Licensing &
New Products***

2

Merchandising

3

Display Repair

4

IS Training

5

Regional Module

6

Sales Presentation

7

Brass Tacks

8

Miscellaneous

The **#1** Best use of the name...
And to our friends in this business ~

Sony... Microsoft...

Wii win – you lose!!!



New Products and Licensing Module

Sandy Hatcher, Software & Accessory
Licensing Manager

Tina Painton, Licensing Marketing/Creative
Specialist

Thom Leonard, NMI Coordinator

Michelle Heimerl, NMI Field Specialist

Stephen Ward, Tester

What's on the Agenda:

- **Licensing Update – Software & Accessories**
– *Sandy*
- **Licensees & Marketing** – *Tina*
- **Hands on Game Play: "You, Me and Wii"** –
Thom, Michelle, Sandy, Tina, Stephen
- **"Navigating the Blue Ocean" – Q&A / Role
Play** – *Thom, Michelle*
- **Module Q&A** – *Sandy, Tina, Thom, Michelle*

Third Party Titles Contribute to the Majority of Nintendo's Worldwide Revenue

With No Licensees -

We don't compete -

It's that important!

From 5 Licensees in 1985 to:

80+ Authorized Licensees

1,000+ Authorized Developers



Top 5 Licensees for All Platforms in 2006

#1 THQ

#2 Disney (Buena Vista Games)

#3 Activision

#4 Electronic Arts

#5 Sega

Let's Talk Nintendo DS Hardware

- Launched 11/21/2004

- It's another handheld hit!

And it's gone nuts!!








And On the Third Party Side...

- 134 Third party DS titles have released so far this year.
- 280 expected by year end!



Top 5 Nintendo DS Licensees

- #1 THQ
- #2 Electronic Arts
- #3 Activision
- #4 Disney (Buena Vista Games)
- #5 Majesco

What's Hot For the DS This Holiday!

- ACTIVISION** (5 titles)
 - *"Tony Hawk's Downhill Jam"* - October (Wi-Fi)
- ATARI**
 - *"Totally Spies Undercover"* - November
- DISNEY** (4 titles)
 - *"Chicken Little: Ace In Space"* - October
- DESTINATION** (9 titles)
 - *"Harlem Globetrotters World Tour"* - October
- EIDOS** (2 titles)
 - *"Lara Croft Tomb Raider Legend"* - October
- ELECTRONIC ARTS** (4 titles)
 - *"FIFA Soccer 07"* - October (Wi-Fi)

Holiday DS Titles Continued...

- KONAMI** (7 titles)
 - *"Castlevania: Portrait of Ruin"* - November
- MAJESCO** (5 titles)
 - *"Cooking Mama"* - October
- MIDWAY**
 - *"Happy Feet"* - November
- NATSUME**
 - *"Harvest Moon"* - September
- SQUARE ENIX**
 - *"Final Fantasy III"* - October
- TAKE TWO**
 - *"Major League Baseball 2K6"* - October

Holiday DS Titles Continued...

THQ (5 titles)

- "Avatar: The Last Airbender" - October

UBISOFT (8 titles)

- "Open Season" - September (Wi-Fi)

VIVENDI (3 titles)

- "Eragon" - October

WARNER BROS. (2 titles)

- "Justice League Heroes" - October

Nintendo DS Wi-Fi Connection



Allows players to connect with other people around the world using an internet connection in their home, or at a hotspot. Games must be programmed specific for this. Nintendo is not charging anyone to use this service.



Wireless games allows you to play against other local players wirelessly up to 100 feet from each other.

Nintendo Wi-Fi Connection



2.0M Unique Devices

70.0M Connections



Licensed Third Party Accessories

Yes! They are important!!



Accessories



AS A CONSUMER – Which would you buy?

AS A RETAILER – Which would you carry?

Licensed Accessories

- Nintendo's Licensed Accessory Program delivers quality
- RETAIL BENEFIT – Move up to 25% additional product
- Major Accessory companies want to participate – Need Retail support



Licensed Accessories

- Bottom Line

- **PROTECT** our Consumer

- **SELL** better

- **LOOK** better on store shelves



What Can You Do?

- **EDUCATE RETAILER**

- Limited Shelf Space – Fill with Licensed Product
 - Licensed Product = Consumer Satisfaction = Higher Profits
 - Nintendo and Retailers can push Unlicensed Product out



SUMMARY

- Look for this Seal!
- It protects Nintendo Customers
- Educate Retail – Licensed products sell better
- Push Licensed Products into valuable retail space
- Limits Nintendo's Liability






Wii Information

MSRP: Less than \$250

Worldwide Quantity:

- End of 2006 : 4M
- By end of March 2007: 6M

Release: Q4 2006



What Exactly Happened At E3?



Do We Have Third Party Support?

- Over 450 Publisher/Developers have contacted us to get on board.
- All existing console Publishers signed up.









Yes! They Have Development Kits

- Close to 500 Development Kits and Controllers are in the hands of our Publishers/Developers.
- Development Kit cost comparison:
 - Sony and Microsoft - \$10,000+ - per seat
 - Wii - \$1,500 - per seat
- Cost to the Publisher to develop a game:
 - Sony and Microsoft - \$10 to \$20 million!
 - Wii - \$2.5+ million!
- We can't build the dev kits *fast* enough.
- More are shipping every couple of weeks.
- 130 development studios are in the "holding pattern" to be signed up after launch.



Are Licensees on Board with Wii Software at Launch?

Let's Compare to Past Launches:

	PRODUCT	RELEASE DATE (USA)	NUMBER OF LICENSEE TITLES 3 MONTHS FROM HARDWARE LAUNCH
	NES	10/18/1985	8
	Game Boy	7/21/1989	7
	Super NES	8/19/1991	23
	Nintendo 64	9/29/1996	3
	Game Boy Advance	6/11/2001	48
	Nintendo GameCube	11/18/2001	29
	Nintendo DS	11/21/2004	12
	Wii	TBD	27

Sneak Peak at What You'll See

Q4 2006

ACTIVISION	Mercy: Ultimate Alliance	Action/RPG
ACTIVISION	Tony Hawk's Downhill Jam	Skateboarding/Fencing
ATLUS	Trauma Center: Second Operation	Medical Simulation
DISNEY	Chicken Little: Ace in Space	Action/Adventure
EA	Madden NFL	Sports
EA	Need for Speed: Carbon	Racing/Simulation
KONAMI	Elebits	Action/Strategy
SEGA	Super Monkey Ball: Banana Blitz	Action/Party
THQ	Avatar: The Last Airbender	Action/Adventure
THQ	CARS	Racing
THQ	SpongeBob: Creature from the Krusty Bottom	Action/Adventure
THQ	Barnyard	Action/Adventure
UBISOFT	Red Steel	1st Person Shooter
UBISOFT	Open Season	Action/Adventure
UBISOFT	Rayman Raving Rabbids	Comedy/Platformer

Sneak Peak at What You'll See

Q1 2007

ACTIVISION	Call of Duty 3	1st Person Shooter
ACTIVISION	Rapala Fishing	Fishing
ATARI	Dragonball Z: Budokai Tenkai 3	Fighting
EA	The Godfather	Action
EA	Tiger Woods 07	Tennis
MASTIFF	Mr. Down	Comedy
MIDWAY	Just Bully	Fighting/Action
MIDWAY	Happy Feet	Dance/Simulation
MIDWAY	Mortal Kombat: Armageddon	Fighting
MIDWAY	Warped: Total Destruction	Fighting
SEGA	Sonic Unleashed	Platformer
SNK	Samurai Shodown	Fighting
UBISOFT	AT Racing	Racing
UBISOFT	Blazing Angels 2	Flight Simulation
UBISOFT	Far Cry	1st Person Shooter

**And to Give You a Taste of
What Licensees are Up To...**

**Thank You for Continuing to
Support Our Licensees!!
Without You - Their Business
Could Not Flourish!!**




Tina Painton

Licensing Marketing/Creative
Specialist

DS Download Stations

- Strategy
- Third Party Support
- Creating a Demo
- Next Scheduled Demo



Strategy in North America

About 10,000 Stations
in US, Canada and Latin America



By End of August

Third Party Support

We want Licensee games to be included in the DS Download Station and Licensees want to be a part of the DS Download Station. BUT...

Support so far:



What Does It Take to Build a Demo For The DS Download Station

- Marketing people say "yes" until they learn what it takes to build a demo.
- It must be new content and releasing after the Game Card is placed at retail. Timing is often a challenge.
- It takes about 4 months to build a DS download demo card for retail.
 - For example, we started requesting content for Demo #4 at the beginning of July.

Demo for the DS Download Station

- DS Download Card #4 is scheduled for a November 1 launch.
- It will include many Licensee titles in the form of playable and trailer formats.
- Trailers and playable that may be included are:
 - Spider-Man: Battle for NY
 - Cooking Mama
 - Charlotte's Web
 - Lara Croft Tomb Raider



What Does It Take To Build a Demo For The DS Download Station

- We can't use a level or portion of a game currently in development.
- Licensees must create a demo specific to the DS Download demo specifications.
 - Licensees do not have the staff to create a demo.
 - Building a demo costs time and money that could be spent on developing the game and could cause the game to be delayed.
 - Size of demo is small making it difficult to develop for.
- Creating a video is not easy either. Specifications must be followed and creating a video for the dual screen can be challenging.

What Does It Take To Build a Demo For The DS Download Station

- We typically request 15 titles, but receive 6-8 new titles in the form of either a playable or trailer.
- Previous Game Card content re-used
 - "Key" titles are often re-used to fill up the rest of the card
 - "Key" titles would be "Touch Generations"
 - Nintendo titles that haven't released yet are often reused

Third Party Marketing Support

It does exist, but you may not see it.

Two types of marketing support:

- BIG support
- Other Marketing and Promotional Opportunity support

Why do we partner with some Licensees over others?

BIG Support

- Previously, we have partnered with licensees such as Sega, EA and Activision with marketing money to create exclusive GameCube TV spots.
- We have partnered with EA to include Nintendo characters in their GameCube games


- NBA Street Vol. 3
- Fight Night Round 2
- SSX On Tour





BIG Support

- We partnered with Activision by providing monetary and matching marketing support for the Tony Hawk American Sk8tland Nintendo Wi-Fi title.
- We are providing both marketing and development support for Activision and Ubisoft Wii launch titles.
- ROTO's – We include Third Party games in retail ads we buy to support our hardware and software.



Other Marketing and Promotional Support – No Cost

- Library TV Spots for GameCube and DS
 - MVP Baseball 2004 - GCN
 - Balin Kaitos - GCN
 - Need For Speed Most Wanted - E
 - GoldenEye: Rogue Agent - DS
- Grass-roots Marketing Events (game sampling):
 - DS Lite Sampling Tours
 - Nintendo Fusion Tours (snowboard)
 - Burton Snowboard Tour
 - Retail Trade Shows
 - EB, Best Buy, Circuit City
 - South by South West
 - Celebrity Outreach
 - MTV College Tailgate Tours





Other Marketing and Promotional Support – No Cost

- Penny Arcade Expo
- Retail Catalogs
- Retail P.O.P.
- Online Marketing Campaigns
- Media / Analyst Tours
- Advertorial Print & Online Campaigns



How Do We Choose Who to Support?

- BIG Support:
 - Will the software push hardware?
 - How will the Licensee support their own title.
 - Is the game exclusive, offer an exclusive time frame or include extra features for our platform.
 - How much will they order?
 - Release date
 - What does Nintendo have releasing and will it fill a gap in genre?



How Do We Choose Who to Support?

- Other Support:
 - Nintendo Marketing department has opportunities that allows for Licensee inclusion.
 - Release date
 - Fills a genre or demographic we are missing

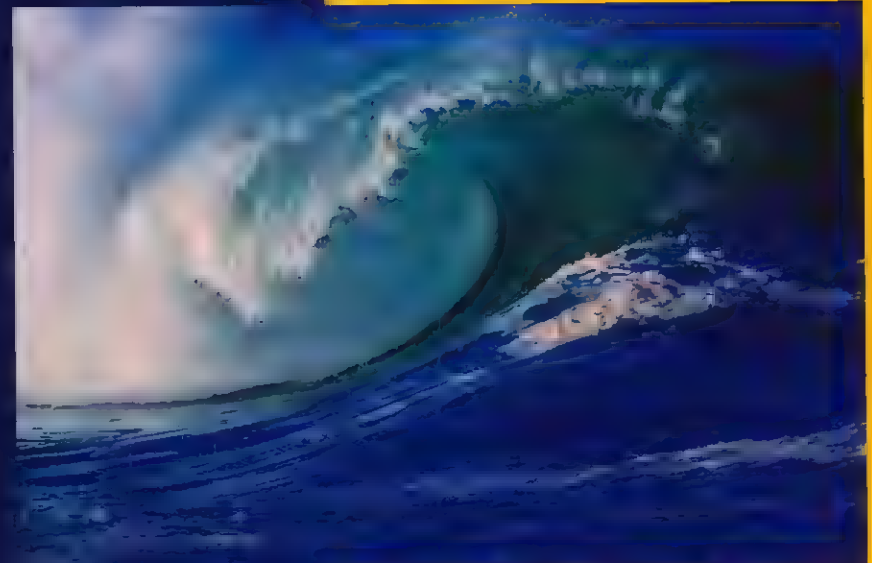
New Products



Navigating the Blue Ocean

- What IS the "Blue Ocean"?

The **Blue Ocean Strategy** is a business strategy about capturing uncontested market space, thereby making competition irrelevant. The "oceans" refers to the market or industry. The idea is to do something different from everyone else, produce something that no one has yet seen, thereby creating a "blue ocean".



The Legend of Zelda: Twilight Princess

- When Link travels to the Twilight Realm, he transforms into a wolf and must scour the land with the help of a mysterious girl.
- The Wii Remote and the Nunchuk controller are used for a variety of game activities, including **fishing** and special **sword attacks**.
- Amazing **horseback combat** system.
- Launch Title.



Metroid Prime 3 Corruption

- Players control Samus by moving with the Nunchuk controller and **aiming with the pointer.**
- Samus will employ well-known power-ups like the Grapple Beam and Morph Ball, as well as a bunch of **new surprises.**
- Eventually, players must take down Samus' mortal enemy, Dark Samus.



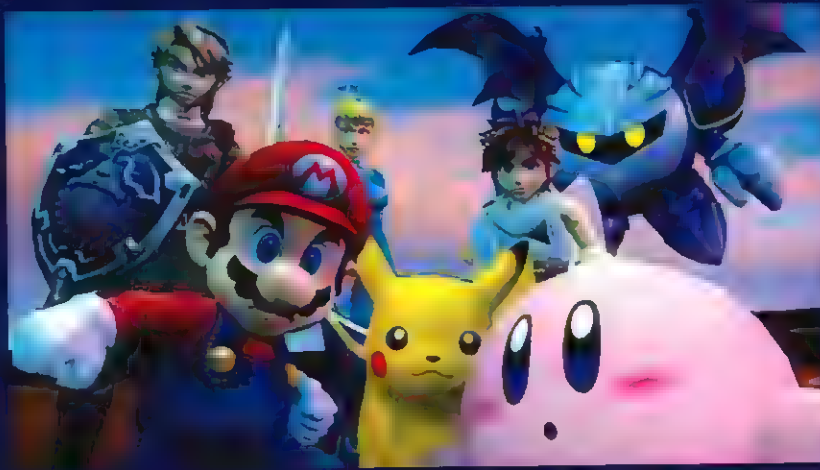
Super Mario Galaxy

- Mario takes advantage of all the unique aspects of the Wii Remote and Nunchuk controller, unleashing new moves as players **shake the controller** and even point at and drag items with the pointer.
- Players perform mind-bending, low-gravity jumps across wild alien terrain as they experience platforming for a new generation.



Super Smash Brothers Brawl

- Continuing the super-huge franchise with many exciting and highly-anticipated new characters!



There are lots of
exciting Nintendo
DS titles coming up
– just to name a few:

Diddy Kong Racing (TBA)

Hotel Dusk (releases Q4 2006)

Children of Mana (releases 10/30/06)

Pok. Ranger (releases 10/30/06)

Elite Beat Agents (releases Q4 2006)

Zelda (releases Q4 2006)

Magical Starsign (releases 10/23/06)



Wii Got Game!

- Demos
 - Excite Truck
 - WarioWare: Smooth Moves
- Hands-on
 - Wii Sports
 - A licensee game!



It's time to play...

District
Feud

SURVEY SAYS!

	1	
	2	
	3	
	4	
	5	

Thanks and have a
great meeting!!!

Wii will change the world.



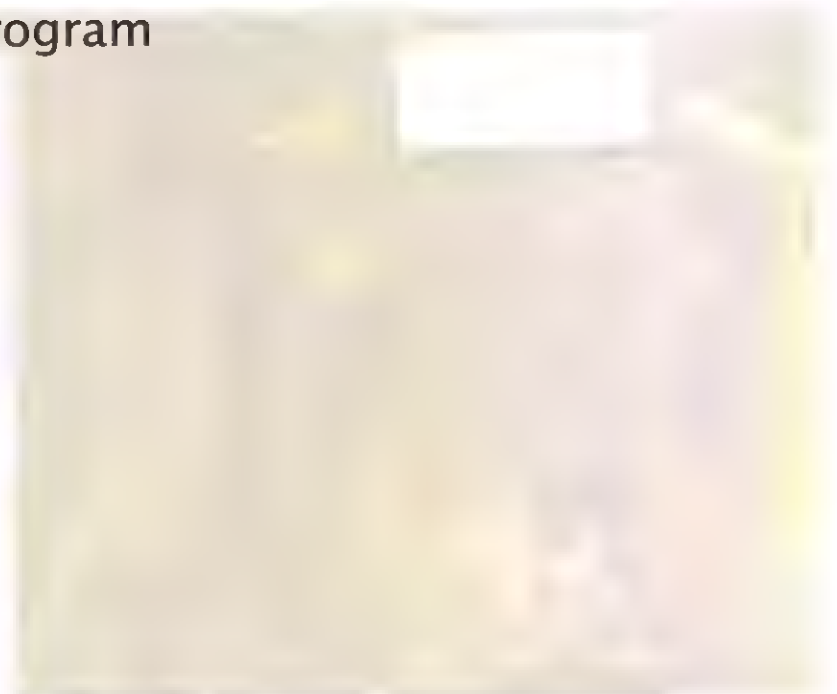
Merchandising Update

National Meeting – September 2006

Kelly Harlin, Jeanette Keblish

Merchandising

- E3 2006 Recap
- Wii
 - Coming soon
 - Store Resets
 - Interactivity
 - Branding
- Special Projects
 - Delta Airlines DS Download program
 - Limited Too
 - Wii Mall Tour
 - Fusion Tour
- Point of Purchase
 - Upcoming launches
 - Wal Mart Pallet Program



Merchandising Area E3 2006



wii

Wii - Target

- **Interactivity**
 - **Video Only**
 - End cap up until Spring
 - Target to install
- **Store Reset**
 - 10/1/06 – 10/22/06
 - Fixture in store by 11/12/06
 - Ship direct to store



3' End Cap

4' End Cap



Wii - Target

- Target to set up
- BD&A Licensed Products
- End Cap runs from 10/22 – 11/18



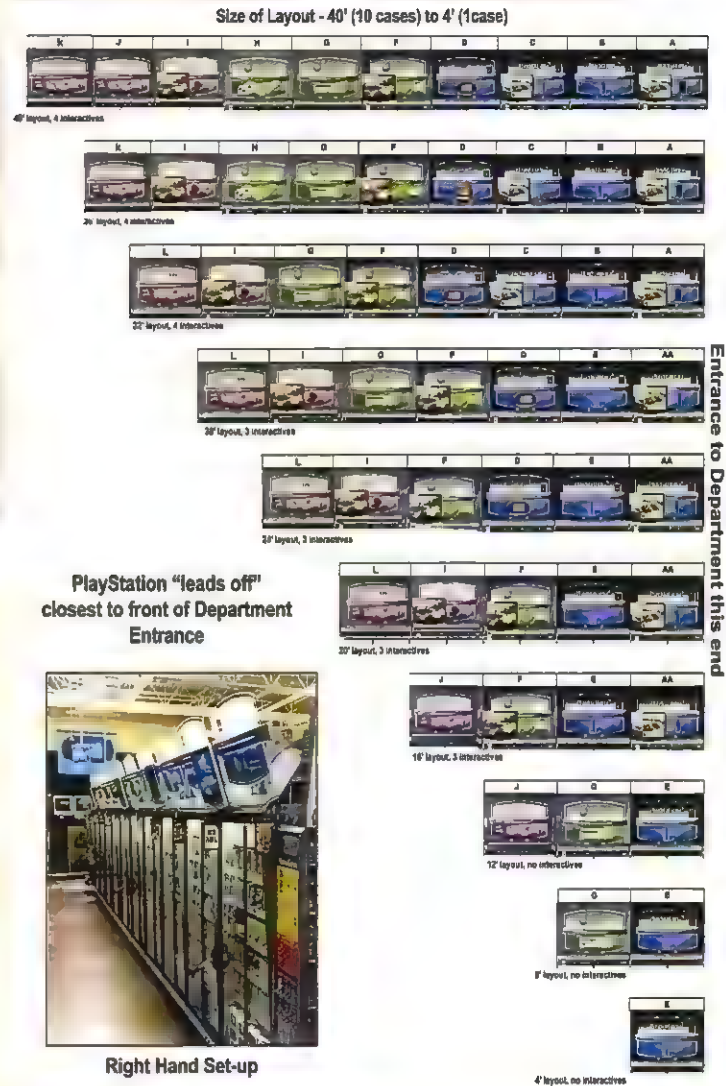
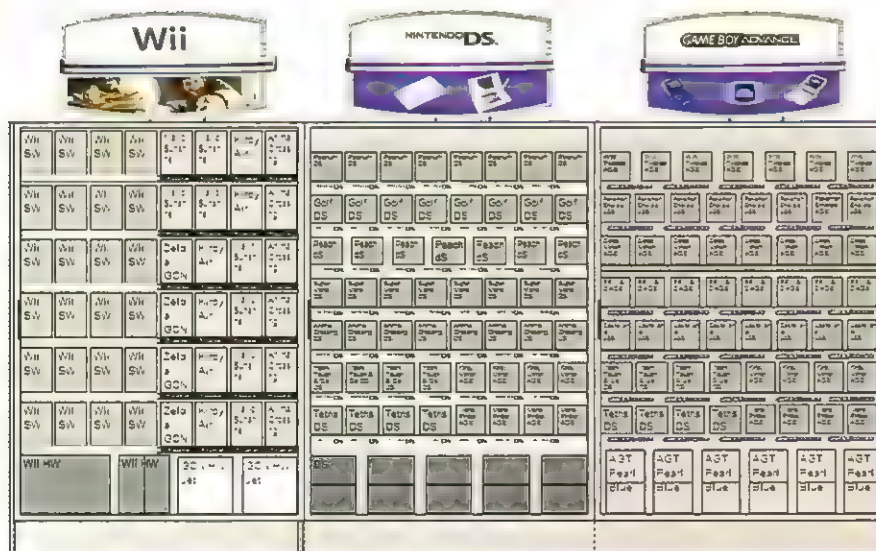
Wii – Wal Mart

- **Coming Soon**
 - Countdown clock
 - In Line message from 10/1 – launch
- **Interactivity**
 - Video only at launch
 - NOA to provide DVD Player & Disc
 - Complete by 11/1/06



Wii - Wal Mart

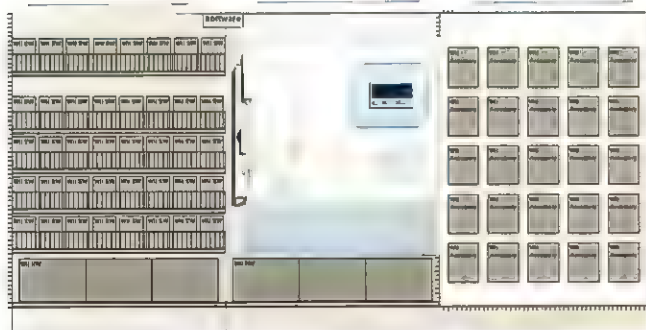
- Planograms



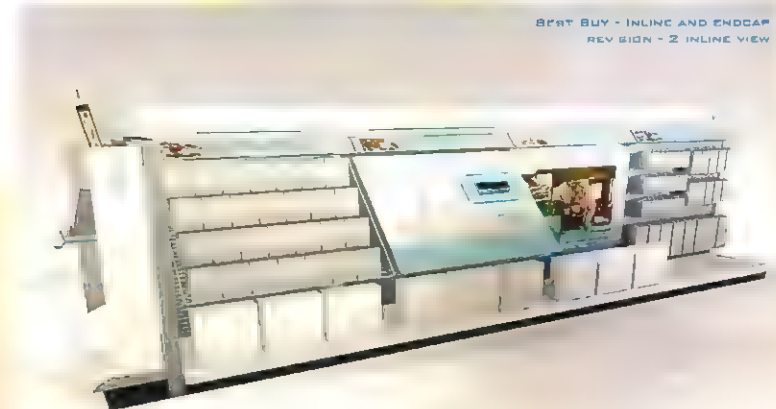
Wii – Best Buy

- **Coming Soon**
 - **End cap**
 - 5 year deal
 - Informational only
 - NMI to Install
 - **Inline**
 - 2 – 4' sections of Software
 - 1-4' section of Accessories

BEST BUY Wii POG



Wii



Wii



Wii – GameStop

Interactivity

- GameStop employees will man a 'wireless experience'

Store Reset

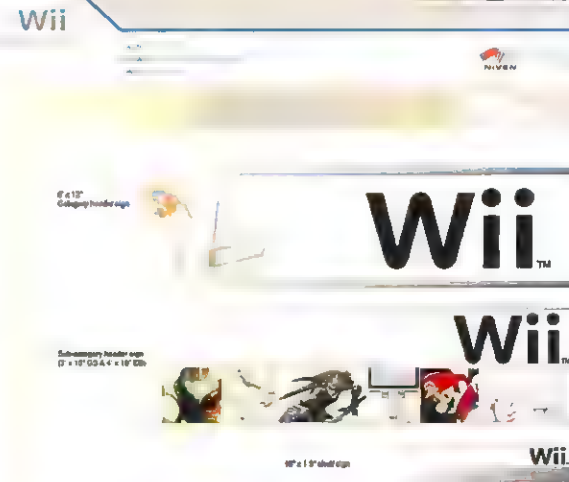
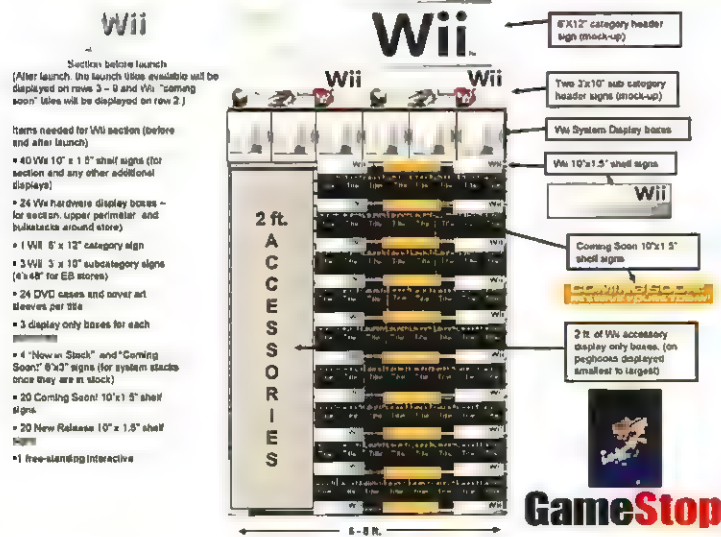
- Complete by 9/15/06
 - Wii/DS moving to front of store



Wii – GameStop

- Coming Soon

* Store reset 9/5/06 – 9/17/06



GameStop **EBGAMES**

Wii – Toys R Us

- Coming Soon
- Interactivity



Wii

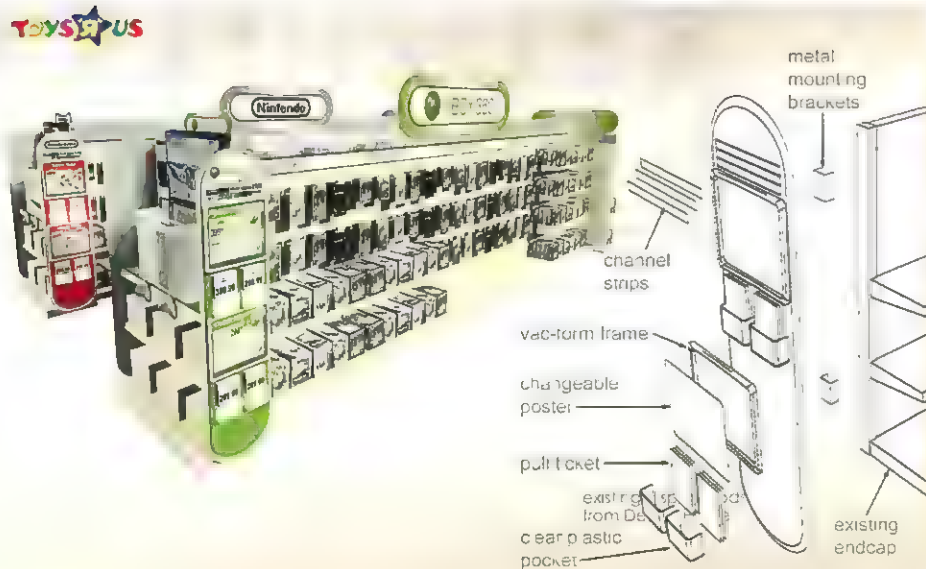


Wii

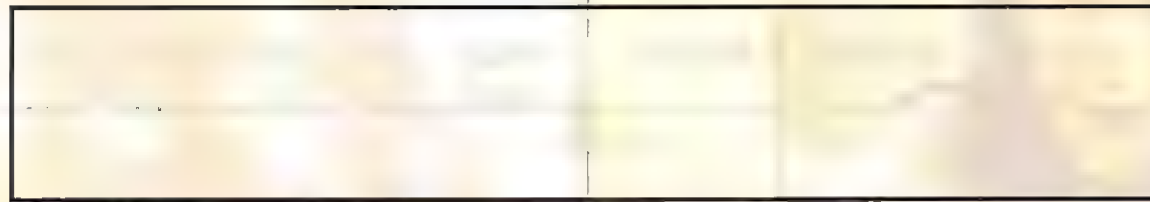


Wii – Toys R Us

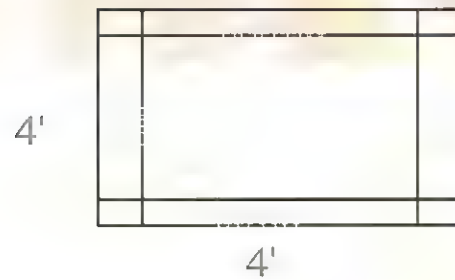
- Store Reset
 - 16 Test stores – 9/15
 - Rzone – 9/25



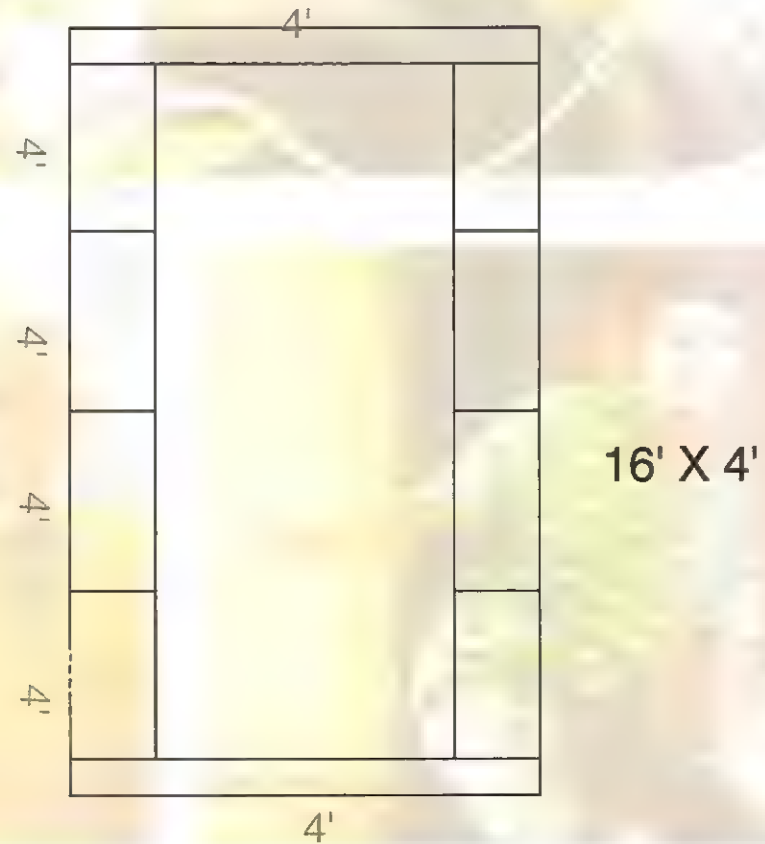
TRU PLANOGRAM
Proposed Oct Reset



12' – 24'
GBA, DS

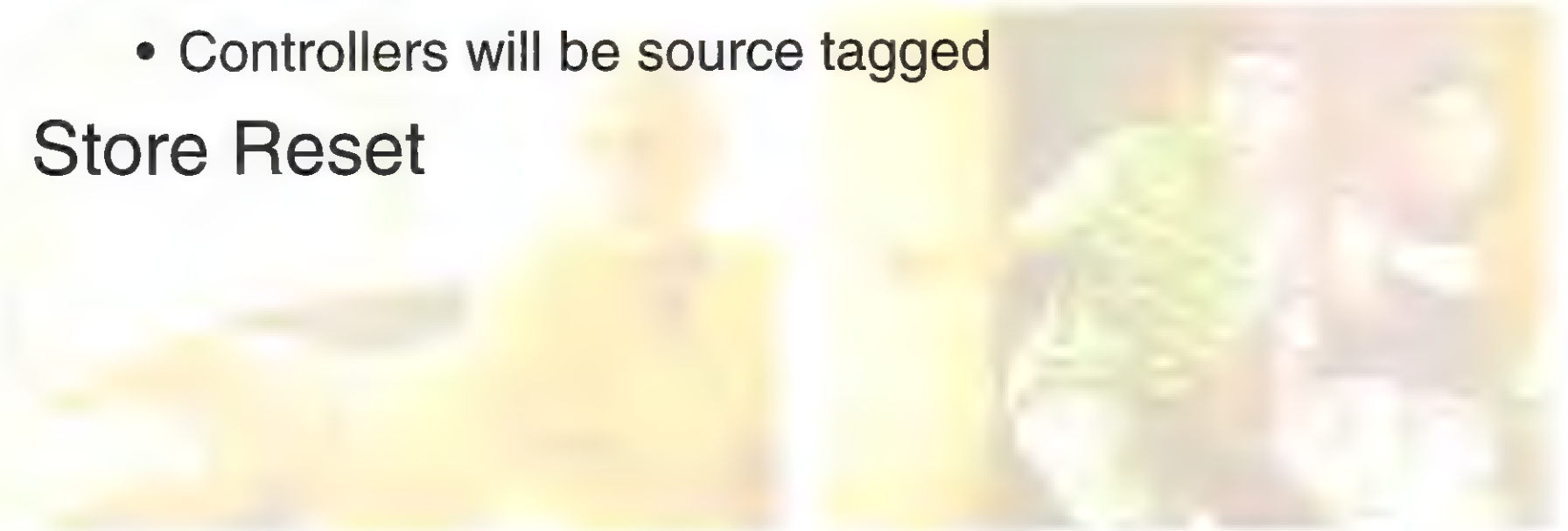


4' X 4'



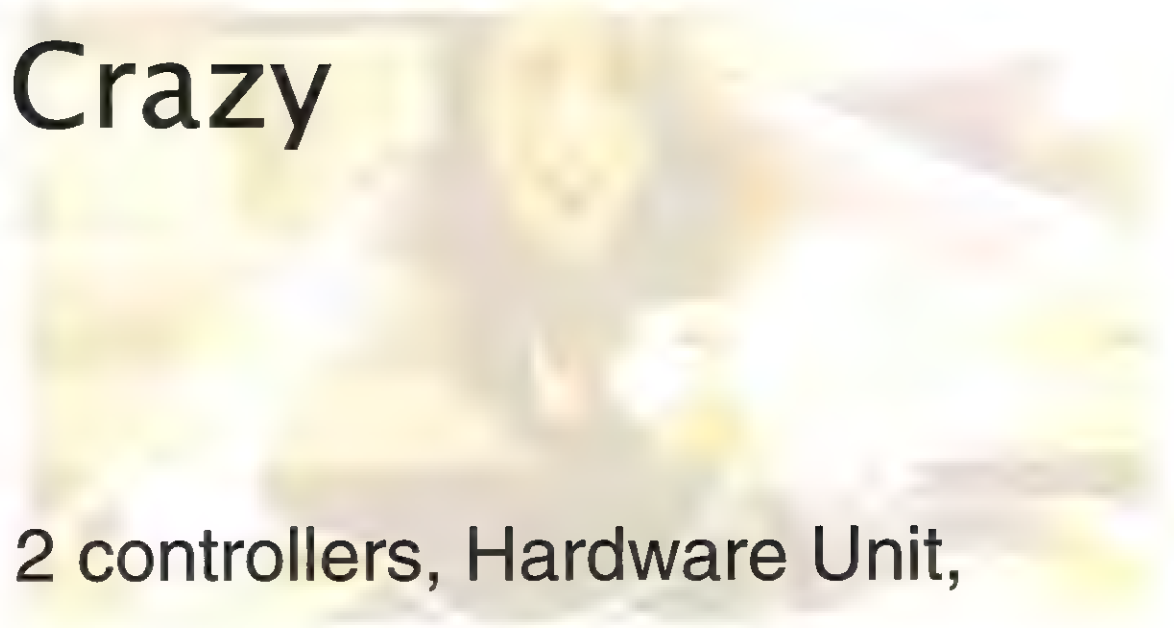
Wii – Circuit City

- Coming Soon
- Interactivity
 - Interactive Kit: 2 controllers, Hardware Unit, demo disc
 - Controllers will be source tagged
- Store Reset



Wii – Game Crazy

- Coming Soon
- Interactivity
 - Interactive Kit: 2 controllers, Hardware Unit, demo disc
 - Controllers will be source tagged
- Store Reset

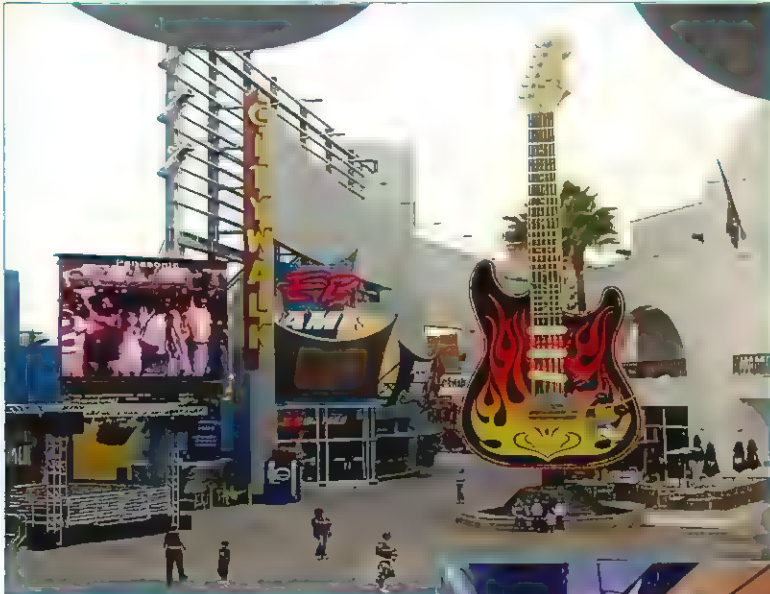


Wii Launch Events



Los Angeles

These renderings are meant to provide you with a sense of the look and feel of the Wii experience at GameStop Universal Studios CityWalk, as it evolves from the start of each event to the midnight launch moment.



Retail location



avistastudios



Launch event



Midnight pyrotechnics & confetti display

New York City

Toys "R" Us Times Square is the designated site of the Wii launch event in New York City. We plan to take advantage of every incredible asset this venue, and city has to offer...from the ambiance of Times Square and the attraction of this retail location, to the significant branding opportunities, excitement and extraordinary publicity possibilities.

The line-up of live, custom-choreographed entertainment components is the best ever assembled for a launch event at this retail location, which has hosted some of the most talked about launch events the industry has ever seen.

CORE COMPONENTS INCLUDE:

- Custom performance area installed above retail entrance
- Music & live performances by DJ Ravidrums
- World-renowned stunt troupe - AntiGravity (majority aerial displays)
- Local host/emcee
- Video image magnification & documentation package
- JeffreyTron will be used for projecting video assets
- Large format branding on huge, three (3) sided retail store front
- Interactive video backpack team
- Professional sound & lighting package
- Prizes & promotional giveaways
- Midnight countdown & pyrotechnic display
- Radio & in-store advance promotion



QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

Wii



VANESSA MINILLO



Each and every element of this experience is designed to promote the spirit of the brand... they are unique, interactive, inviting, for everyone, engaging, and above all - FUN!

New York City



These renderings are meant to provide you with a sense of the look and feel of the Wii experience at Toys "R" Us Times Square, as it evolves from the start of each event (around 8 or 9pm) to the midnight launch moment.



Retail location at night



Launch event begins



Event evolves



Midnight pyrotechnics & confetti display

Delta DS Download

- DS single floor interactives with download box will be placed in the Delta terminal at two high traffic airports; Atlanta and Cincinnati.
 - Atlanta will receive 6 DS interactives and Cincinnati will receive 3.
 - Atlanta is the busiest airport in the U.S. offering great exposure to a diverse and broad audience.
- The interactives will be utilized as a demo station with DS software and will receive regular DS Download updates.
 - Delta personnel will update cartridges and graphics.
- Delta will provide a poster tripper sign to advertise the Download Stations.
- Implementation date: September 2006

Limited Too

Program Starts: 9/25/06

-Prepack and interactive in 565 Limited Too stores

Elements include:

-DS Lite prepack with tethered DS Lite interactive

-Coral Pink DS Lite bundled with Princess Peach and a custom wrist strap



Help Princess Peach
save the day

Train your puppy in
Nintendogs™

Design your clothes
in Animal Crossing

Play the New
Coral Pink DS Lite.

TITLE
NINTENDO LIMIT
SCALE PERMANENT
10 W x 4 1/2 x 1
HANDMADE SOFTY
VERSION 1
REVISION 1
DATE 9/24/06



Help Princess peach save the day, train
your own puppy in Nintendogs or design
your own clothes in Animal Crossing.
You can do all this and more only on
Nintendo DS.

NINTENDO DS Lite

Mall Tour

Nintendo will produce 25 Wii kiosks and place them in 25 Westfield Mall locations throughout the U.S.

- Each mall will have 6 kiosks

The kiosks will provide a truly wireless Wii experience for consumers.

Program dates: 11/15/06 – 1/13/07



Fusion Tour

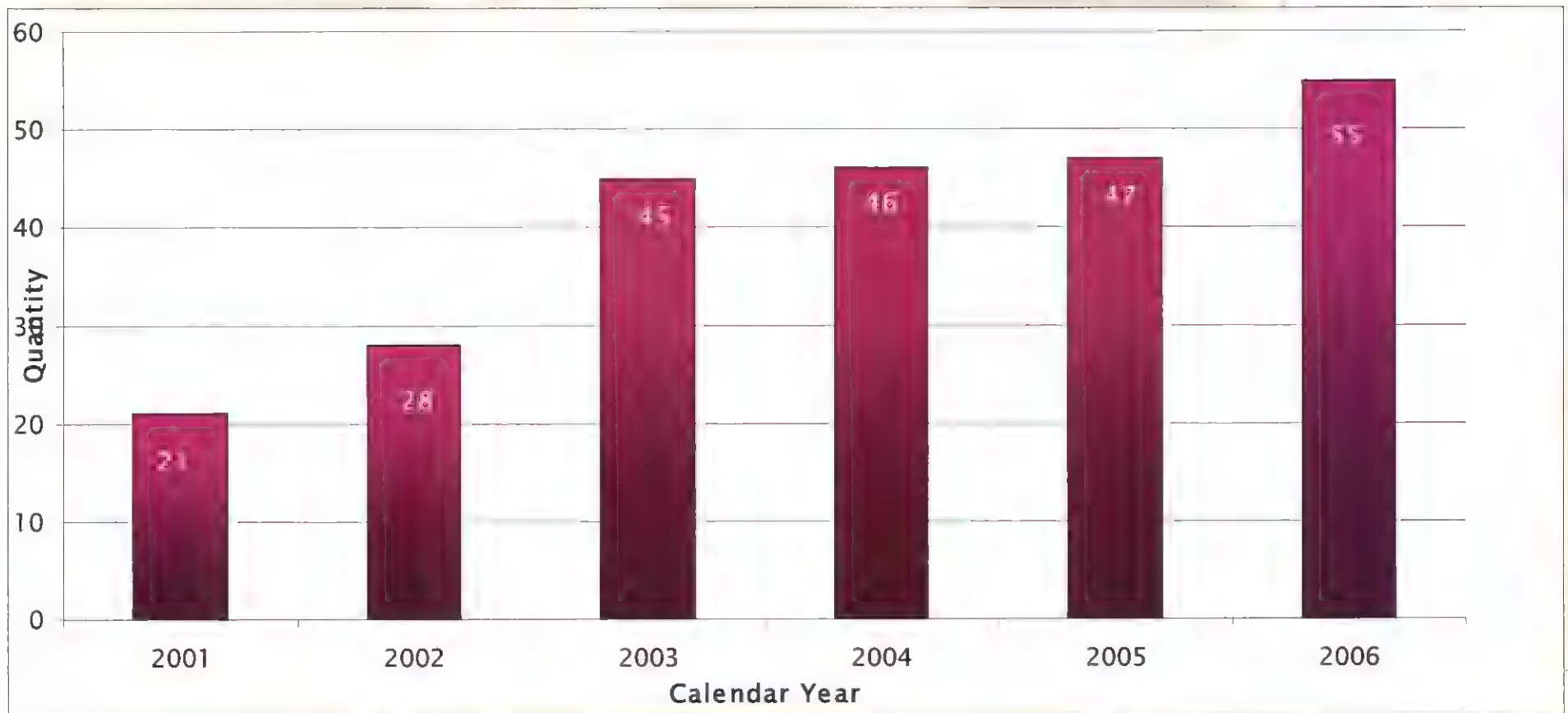
Wii Sampling Opportunities

- Bands: Hawthorne Heights, Relient K, Emery, Plain White T's, The Sleeping
 - Tour Kicks off 9/27/06 in Cincinnati, OH. Additional tour dates available on Nintendo.com
 - Tour dates: 9/27/06 – 11/11/06
- Largest venues will have up to 14 interactives.
- Interactives will be manned by Nintendo Ambassadors

Point of Purchase

- POP Campaign History
- Upcoming POP Campaigns
- Premiums
- Wal Mart Pallet Program
- Feedback

POP – Campaign Frequency



Upcoming POP Campaigns

Placement starts September 18th

Nintendo DS

Clubhouse Games

- Counter prepack
 - GameStop & Game Crazy

Touch Generations

- Floor prepack – 6 titles
 - Circuit City & TRU – ship empty or with display boxes DTS
 - Best Buy, Fred Meyer & Fry's – ship with live product DTS

DS Download Cart #3

- Mario vs DK, Elite Beat Agents, Clubhouse Games, Brain Age, Big Brain Academy, Danny Phantom



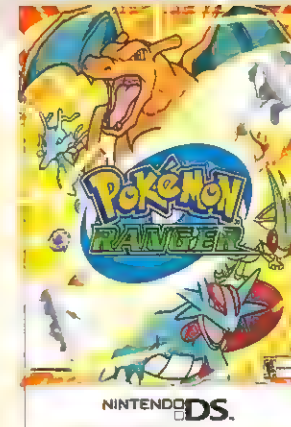
- GameCube
 - Baten Kaitos
 - Petite Medium Display Box
 - Interactive Update V36
 - Zelda Twilight Princess



Upcoming POP Campaigns

Placement starts October 16th

- Nintendo DS
 - Magical Star Sign
 - Children of Mana
 - Stacking boxes – features both games, hardware shots and other RPG's
 - Pokemon Ranger
 - Character set
 - Dimensional box
 - Nintendogs Dalmatian & Friends
 - Standee
 - Character set
 - Floor graphics



- GameCube
 - Zelda Twilight Princess
 - Snipe on Zelda Wii POP pieces
 - Interactive title
- Wii Coming Soon

Upcoming POP Campaigns

Placement starting October 30th

- Nintendo DS
 - Yoshi's Island
 - Elite Beat Agent
- AGB
 - Final Fantasy V
 - Interactive update



Upcoming POP Campaigns

Placement starting November 20th

- Nintendo DS
 - Custom Robo Arena
 - Kirby Squeak Squad
 - DS Download Cart #4

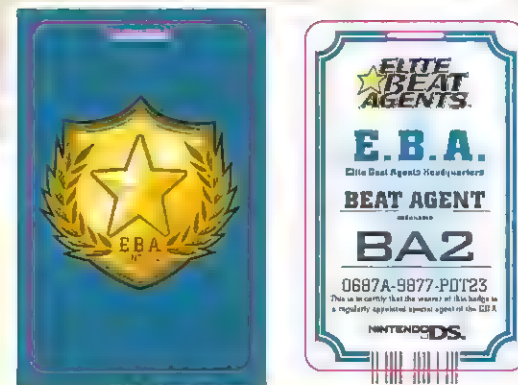


General Updates

- Wii Branding
 - Kickplates, shelf strips, shelf talkers
- DS Branding
 - DS Lite sign – edge lit
 - Nintendo Race track – neon – GameStop

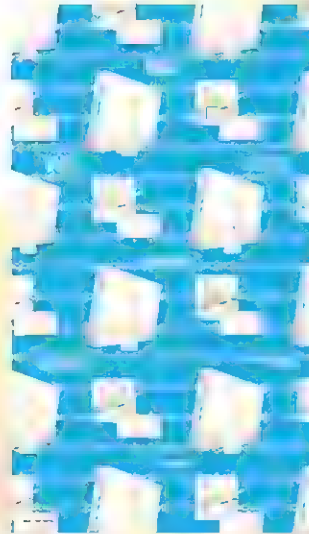
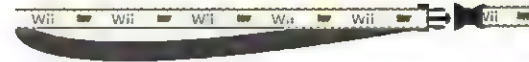
Upcoming Premiums

- Launch specific
 - Pokemon Ranger notebook
 - Nintendogs Dalmatian leash
 - Yoshi's Island key chain
 - Elite Beat badge & DS lanyard
 - Wii tatoos
 - Wii t-shirts
 - Kirby Squeak Squad characters



Upcoming Premiums

- Nintendo generic
 - Gift bags
 - Wrapping paper
 - Notebook
 - Calendars
 - Lanyards (DS & Wii)
 - Flashlight
 - Key chain
 - Ruler
 - T-shirt



Wal Mart Pallet Program

- Pokemon Mystery Dungeon
- Mario titles



Feedback

- Always appreciated
- Keep sending feedback



Display Support

NMI National Meeting 2006

Handheld Redesign Overview

- NMI store coverage listing
- Product listings

Down Display Percentage

- Define down displays
- Progress on goals

Cost Savings Initiatives/Order Reduction

- ❑ Multi-paks
- ❑ Batching of NMI orders
- ❑ Results to date

Nintendo DS Lite™ Issues (samples)

- ❑ Discuss DS Lite Issues
- ❑ Solutions
- ❑ Impact on NMI displays

Returns/Backorders/Order Fulfillment

- ❑ When and what to return
- ❑ What to do in case of back orders
- ❑ Managing parts and order fulfillment

NDAM

- ▣ Outstanding tool
- ▣ Job well done

Wii™ Displays

- ▣ Wii floor
- ▣ Target
- ▣ Interactive kit

All NTR Displays

- ▣ Retrofitted to Nintendo DS Lite
- ▣ NTR mounting brackets

Power Safety

- ▣ NMI guidelines

Stripped Screws

- ▣ For those who would like more training

Stylus Issues

- ▣ The evolution of a part
- ▣ Current status and feedback

Q & A

- Handout
- Additional questions

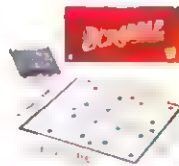
NMI 2006 National Meeting IS Module

Dave Diederich
John Harbottle
Joel Shope



Agenda

- Welcome
- Review of Module Questions
- NMI Retail
- NMI Help
- NMI Photo
- New Appraisal Process
- Password Management
- Hardware
- Home Networking
- Questions / Comments



Review Module Questions

- Fujitsu
 - Case
 - Passwords
- NMI Photo
 - Spell check
 - Email to others
- Broadband, home networking
- NMI Help, shopping cart






New Appraisal Process

- Process is now online
- Character count
- Saving
- Demo
- Future enhancements
 - Spell check
 - Auto save






Password Management

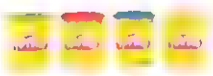
- Security policies, processes
 - Rules part of NMI Help
- Change passwords
 - Change every 180 days
 - Receive email in advance
 - 10, 5, 1, day of
- New website
 - Passwordchange.noa.com
- Let's change your passwords
- What to do if you forget your password





Hardware

- USB Hubs
 - Anyone using?
 - Might be useful with printer and mouse at home
- Any specific questions about the new Fujitsu?
- User manual link in NMI Help



NMI NATIONAL MEETING

SEPTEMBER 6-10, 2006
ORLANDO, FL



AGENDA

- FALL FOCUS
- SENIOR REPS
- PHOTOS
- MILEAGE REIMBURSEMENT
- ON-LINE ANNUAL REVIEWS
- MOSAIC - WALMART
- SUPERVISORS Q & A
- LENGTH OF SERVICE
- REMINDERS



FALL FOCUS

- Wii Interactivity and Launch
- Zelda Launch
- DS Colors
- Focused Store Calls



SENIOR RETAIL REPRESENTATIVE

Why?

- Succession Planning within organization
- Address needs of our ever evolving program
- Recognition of our top Reps



SENIOR RETAIL REPRESENTATIVE

Criteria to qualify:

- Assist in field training of Retail Reps
- Ability to do overnight travel
- Responsibility for additional challenges:
 - Effective implementation
 - Provides essential information to management
 - Prepares and/or makes presentations at account meetings



SENIOR RETAIL REPRESENTATIVE

Knowledge / Experience:

- Outstanding product knowledge
- Thorough understanding of merchandising practices
- Effective communication/presentation skills
- Three + years related experience



PHOTOS

POP / INTERACTIVES

- Show the environment
- Look for competitive POP
 - For what systems?
 - Get a sample
- Take a sampling of photos when...
 - Interactives are installed or updated
 - New POP is placed

Wii
GOT GAME

PHOTOS

Information

- New competitive interactives/fixtures
- Provide the detail
 - Location?
 - Which accounts?
- Problems? Take a photo:
 - Damaged boxes
 - Quality issues with new POP

Wii
GOT GAME

PHOTOS

CONTESTS



- Submit a *before* and *after* photo
- Taken from the same angle
- Include price stickers and branding
- Comments should include:
 - Contest name on each photo
 - Identify "Before" & "After"
- Be creative
 - Use POP for impact!

Wii
GOT GAME

PHOTOS

GENERAL


- Remove the clutter
(and your Fujif)
- Useful tool?
 - Submit a tip!
- Ideas?
 - Share them!

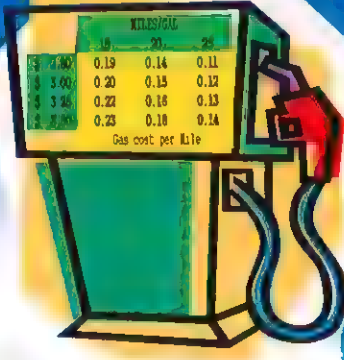
MILEAGE REIMBURSEMENT

• Currently at \$0.445 per mile

• What does it really cost?




GAS



	18	20	22
\$2.00	0.19	0.14	0.11
\$3.00	0.20	0.15	0.12
\$3.25	0.22	0.16	0.13
\$3.50	0.23	0.18	0.14


Gas cost per Mile



OPERATING COSTS/MILE

■ GAS	≈ \$3000	\$.15
■ INSURANCE	≈ \$1500	\$.08
■ MAINTENANCE	≈ \$1000	\$.05
■ TIRES	≈ \$600	\$.03
■ TAX, REG., LICENSE	≈ \$500	\$.03
⚓ TOTAL		≈ \$6600 \$.33


National averages based on
20,000 miles per year



ANNUAL REVIEWS/BONUS

⚓ Comp-N-Sate

- Process is now on line
- Limit on character count
- Save it or Lose it!




MOSAIC

● NMI

Hands off the modular

Restock, price & group:

- Hardware, Accessories, Publications only
- Provide outstanding product Ed & demonstration
- Display repair and maintenance
- Special projects & retrofits
- Report Mosaic service issues
- Work with DM and *Game On Rep* to ensure NOA product is restocked
- NMI's Mission is to Increase Product Sales



MOSAIC

Mosaic Game On

- Restock and merchandise all software
- Report OOS/Low Stock
- Modular Audits / Maintenance
- Report display issues
- Provide hotline numbers
- Report Store Compliance on...
 - Current promotions
 - Placement of pallets / fixtures



AND NOW IT'S YOUR TURN!

WHAT IF...?




LENGTH OF SERVICE



Reminders

- Bags ready for AM pull
- Stick your roomy with the mini-bar bill
- Meeting hours sent via e-mail
- Sunday Q & A
- Sunday bus schedules
- Awards of Excellence

Reception @ 5:30 - Dinner @ 6:30

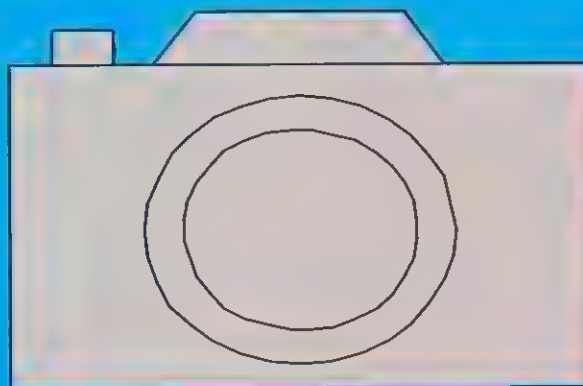


THANK YOU!





**PICTURE
THIS!**



POP



Take pictures so that you can see the piece of POP in its environment.



You can see the size of the item related to other objects and where it is located within the store.

POP



- Take a sample of POP that you place..

as well as.....



- POP that is sent direct to the store.

POP



- Look for POP that other companies are placing. This one is advertising candy.
- Push the button and it will tell you all about Air Heads candy and the new movie Cars!

POP



- This is a feature area that the store set. POP was sent direct to the store and the store personnel set the area. Special touches such as price stickers and shelf strips were added by the Nintendo Rep!

INFORMATION

- Add as much information as needed to describe the item.
- Where is it located?
- Are you seeing it in other accounts?
- What system is it representing?
- How is the piece of POP holding up at retail?

Competitive Information



- This photo shows how Microsoft has taken out the regular Xbox and replaced the entire interactive endcap with a 360 interactive. The GCN and DS interactives were placed in the game aisle next to the DS and AGB games. This is the first I've seen of this but will follow up with more if and when I see it.

Competitive Information



- The XBox 360 has a new endcap case at this store. It is on a back endcap in the department, directly behind it and to the right are the video game cases. This is a static display rather than interactive.

Competitive Information



- This is a 3 sided counter card for Lemmings.

These are fun pieces of POP that the Sony Reps are placing.

The game is for the PSP.



- This is an inflatable piece for Lemmings.

CONTEST ENTRIES



Helpful Hints!

- A before and after photo is required..
- Take both photos from the same spot.
- If the photo includes product.....place price signage.
- Be sure to include '*Before*' or '*After*' and the name of the contest in the comment section of both photos.

THEME DISPLAY



Entries can be as simple as utilizing a couple of posters and some empty boxes!



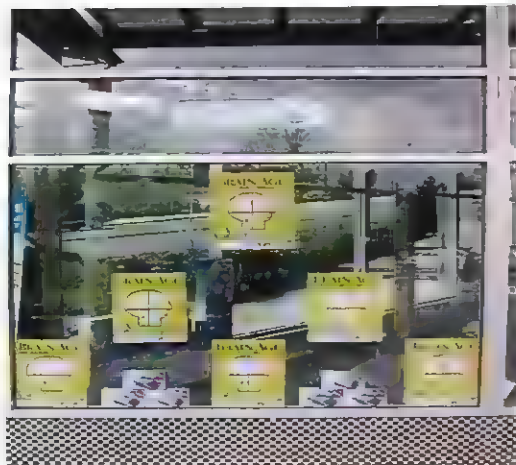
THEME DISPLAY



Check with the store
in advance and order
extra POP.



WINDOW DISPLAY



- An empty window is yours for the taking.
- All this took was a few static posters and empty boxes.
- Quick, simple, yet very effective!

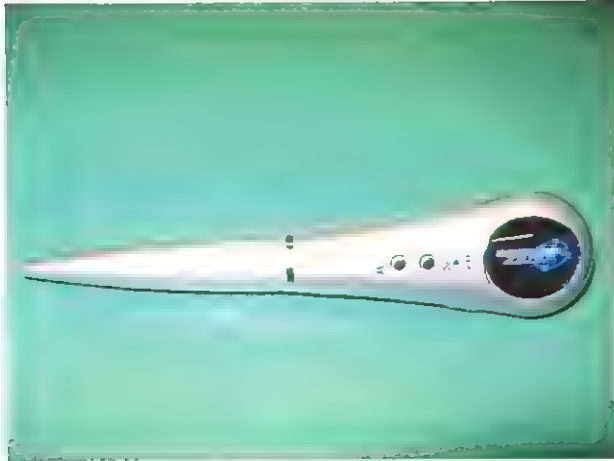
STORE MAKE OVER



Both photos were taken from the same angle. The whole glass case can be seen in both photos.



THINGS TO LOOK FOR:



You never know where
you're going to find
interesting items.

**Perfect Dark Recorder
Pen**



Keep a sharp eye out
and snap that photo!

Xbox Phone Fob

Actual samples are
always welcome!

Other



- Keep on the lookout for unique pieces of POP or eye catching displays.
- We may be able to utilize something like it in the future!

SOMETHING NEW



- Take photos of new displays

or



- New display updates

See A Problem?? Take a Photo!!



- DS Lite boxes arrived to this store without a street date sticker.
- The new WMT wire shelves are coming apart. The front of the shelf is becoming detached from the bottom of the shelf.

HELPFUL HINTS!

When submitting a tip:

- Try to use Part Numbers when possible in descriptions.
- Context is as important as detail... when you provide a microview it is often helpful to have a "macroview."

FIND A USEFUL TOOL? SUBMIT A TIP!



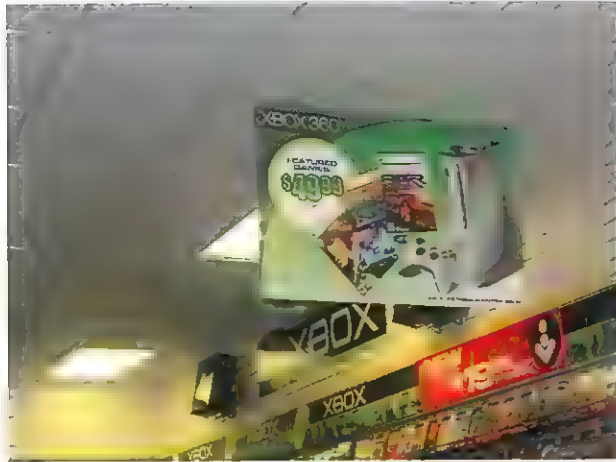
This small screwdriver, purchased at Wal*Mart for \$2.87, is a perfect fit for gaining access to the power supply in the new Wal*Mart glass cases. The bottom holds 6 different magnetized bits.

HAVE AN IDEA? SHARE IT!



Closeup photo of DS download station business cards placed in the slots of the shelf partition at Target. With store approval, these business cards placed at eye level catch the consumer's attention and at the very least make the consumer aware they can download free demo games by bringing in their own DS. Any questions they may have can be answered by simply opening up the business card.

DO



- Look high and low for competitive POP.
- Give as much information as possible. Was the POP sent direct to store or did a Rep bring it in and place it?

DO



- It is ok to take a close up photo to show specific details



- and a distance photo to show placement.

DO



- Remember to rotate the photo prior to transferring

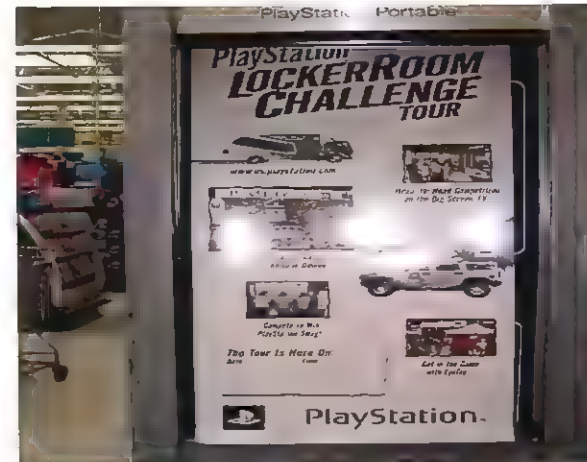


- Make sure everything is perfect....this display is missing the right wing.

DON'T

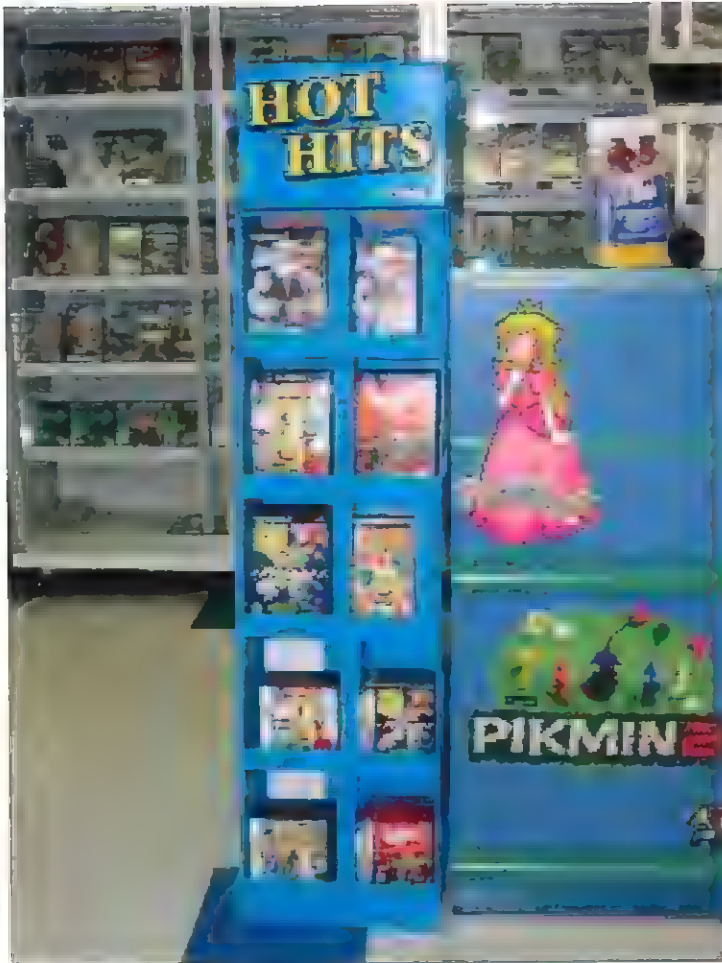


Don't get too close.
Step back and take
a picture of the whole
case.



Watch that glare!
Tilt the camera a bit
or take the picture from
a different angle.

DON'T



- Don't forget to remove or replace old POP prior to taking the picture.







Best Buy

Nintendo Presence:

Improve Blue Shirts support of Nintendo

Achiever's Weekend

Wii Training DVD

DS Sampling Program

Best Buy corporate support



Best Buy

Nintendo DS vs. PSP:

DS Lite has outsold PSP by a ratio of 1.5:1.0

Different strategies

Blue Shirt Sample Program



Best Buy

Adult Male Gamer:

Male Gamer represents 20% of the gaming consumer base

Gaming tournaments

Audience expansion



Best Buy

Actions Needed:

- Reinforce our broader-audience strategy
- Encourage Blue Shirts to direct customers to the DS Download station
- Reinforce Nintendo successes

BEST BUY

Target

Status:

- Currently 1443 stores
- 60 new stores planned to open by end of 2006
- 2000 stores in operation by 2010

TARGET

Target

Merchandising:

- Endcaps
- DS Download
- POP
- AGT Interactives

TARGET

Target

How can NMI help?

- Product education
- Key item strategy
- Cross merchandising
- Interactive maintenance




Circuit City

Planogram:

- Portable HW is moving
- Planogram review

Male Gamer:


- Developing promotions and advertising campaigns
- Direct Mail



Circuit City

Actions Needed:

- Store associate focus
- Continue to build rapport
- Store execution
- Provide feedback



GameStop

Status:

EB + GameStop

1+1 = 4

Growth

200 new stores this year
Currently at 3,659 stores

GameStop

GameStop

POP/Merchandising:

Be aggressive but don't go overboard

Vendor of the month has been discontinued

DS Interactives

GameStop

GameStop

How can NMI help?

Product education

Merchandising

Watch dog Wii Mall Tour

Hype pre-sell

Talk up titles that are schedule launch titles

Build on your relationship with each and every store

Change their attitude

GameStop

Wal-Mart

Landscape

WAL*MART

Wal-Mart

Modular:

Theory

Out-of-stocks

Space allocation

Pusher trays

Interactives

WAL*MART

Wal-Mart

Mosaic Responsibilities:

Modular compliance

POP, PDQ and pallet execution

Back-room management

Industry education

WAL*MART

Wal-Mart

Player's Guides:

Modular process change

RA number is published to close the item out

NMI assistance in RA execution

Comply in 30-days, often extended another 30-days

WAL*MART

Wal-Mart

Actions Needed:

Align efforts with Mosaic

Monitor all HW / ACC SKUs, properly tagged and shelved

Ensure that each interactive and DS download station is functioning

WAL*MART

Game Crazy

Status:

Game Crazy – performing well

Hollywood Video – doing okay

Movie Gallery – not so well

game crazy

Game Crazy

Interactives:

Currently all stores are scheduled to receive kits for Wii interactives



Game Crazy

How can NMI help?

Product education

Cross merchandising on Hollywood movie side of store

Manage POP in all stores

Communicate inventory issues



Toys R Us

Store Updates:

Transition year and models

New management decisions



Toys R Us

Actions Needed:

- Store associate focus
 - Reinforce catalog/library sales opportunities.
 - Review upcoming key advertising and promotions.
- Store execution
- Product from backroom to floor
- Provide feedback



Fred Meyer

How can NMI help?

- Planogram compliance
- Product education
- Cross merchandising outside of electronics



Meijer and Shopko

Actions Needed:


- Consistency among all stores serviced
- Education
- RTB – "Raise the Bar"





How can NMI help?

- Product education to dedicated video game associate
- Assertive merchandising
- Communicate inventory issues






Financials and Challenges:



- Net Income \$180M Q1
- Acquisition ready
- Inventory challenges
- Store execution
- 70 locations retro-fitted



Interactive Strategy:

- No plans for Game Cube
- Reviewing go forward strategy
 - Wii/PS3/Xbox 360
- Improve presentation

Kmart and Sears

Action Needed:

Help keep it simple

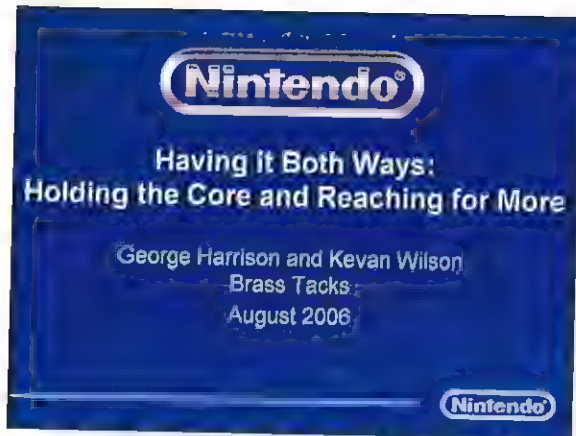
Communication

Significant need for education

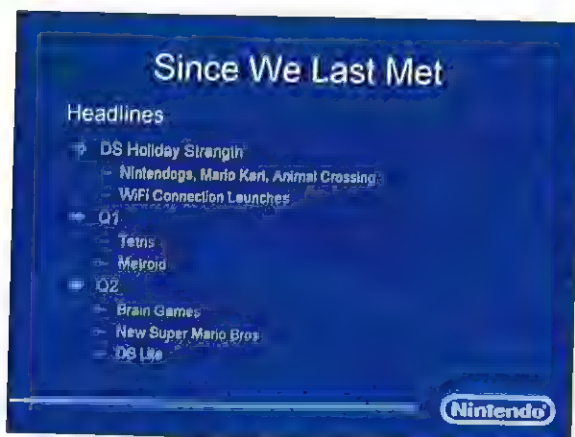
Stock and label shelves



Thank You



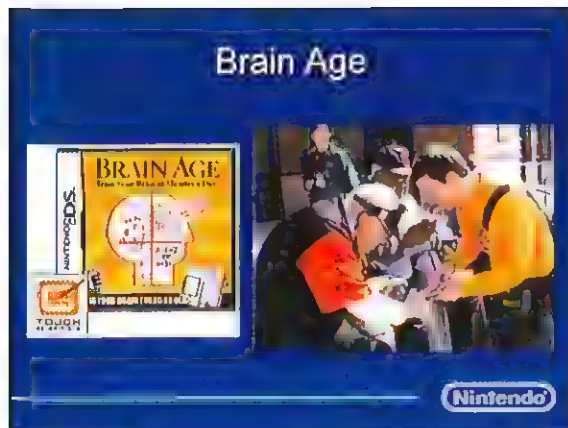


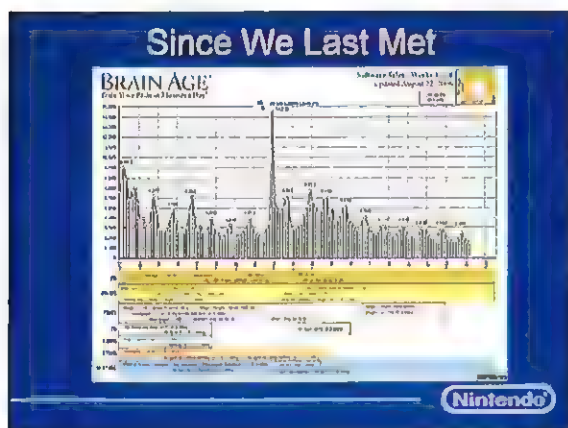


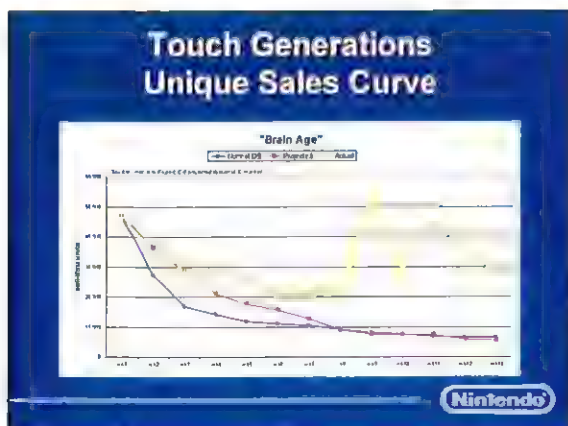




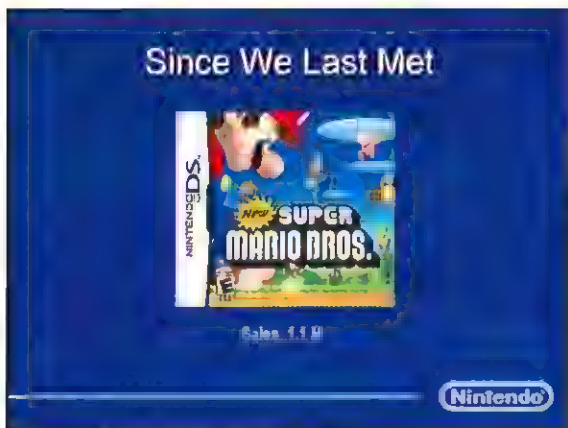


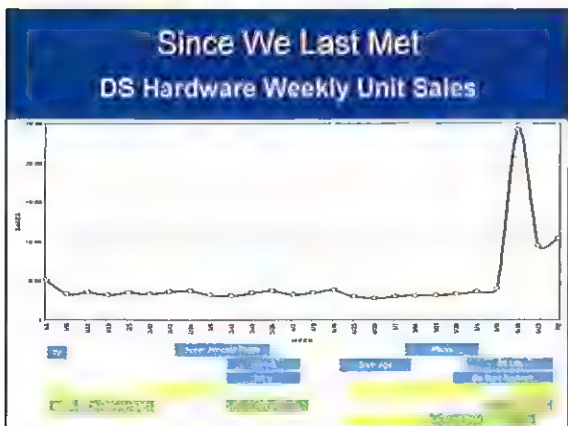




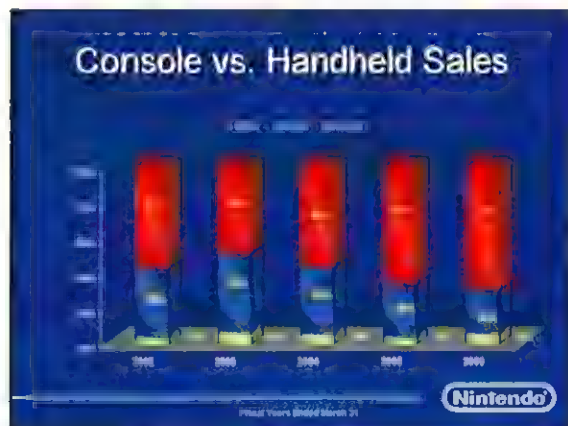




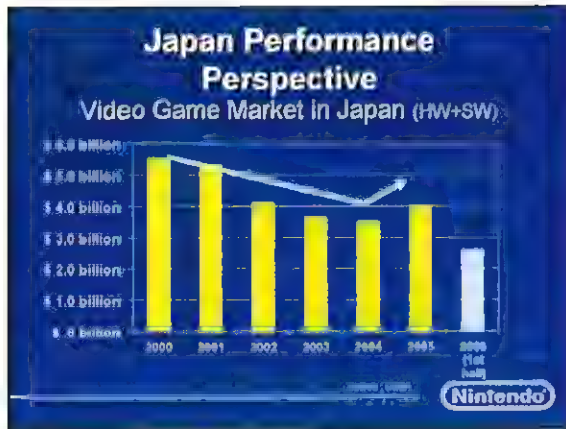


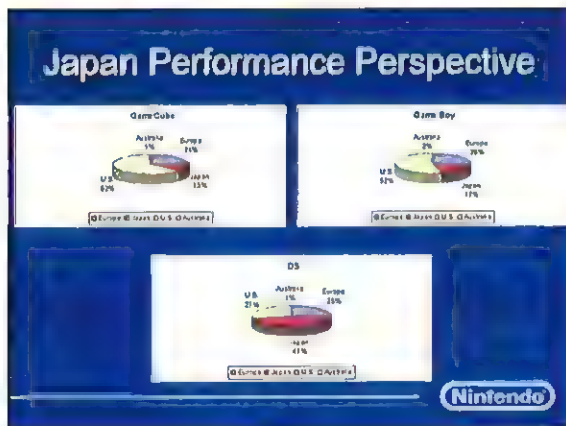












Japan Performance Perspective

❖ Hardware Share April-June	75%
❖ Sales Ratio DS:PSP	6:1
❖ Key Title Sales	Millions
- Nintendo	1.3
- Animal Crossing	3.1
- Brain Games Combined	5.7
- New Super Mario Bros	2.8

Nintendo

NOA Business Strategies

Objective

Focus all our attention on the key areas/initiatives that will drive Nintendo's long term success.



NOA Business Strategies

1. Hand Held Dominance

- DS best wedge for market expansion
- Transition AGB to DS
- Build Wii belief for Launch and 2007
- Create overall Nintendo momentum



NOA Business Strategies

2. Drive Market Expansion and Share Growth

- Innovate the interface
- Redefine game experience
- Bring in new players

Hold the core, and a whole lot more!



NOA Business Strategies

③ Reinvent the Console Business

- Wi!...believe it! It will revolutionize the industry
- Launch support Strong first and third-party support
 - Key titles months 3-6
 - Already planning for Holiday '07
- Unlocking Nintendo vault of great legacy of games
- New content for virtual console

Nintendo

Transition from AGB to DS

AGB



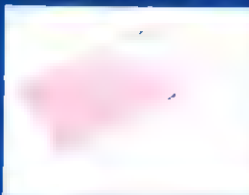
DS Lite



Nintendo

New Colors

Coral Pink



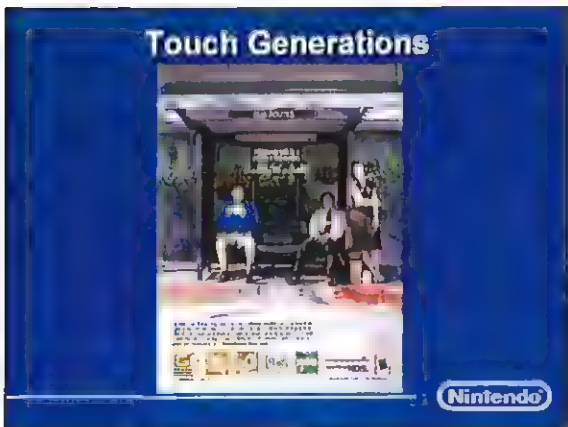
Onyx



Nintendo

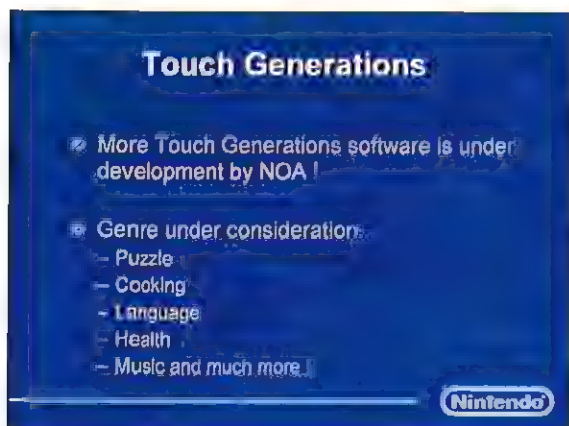




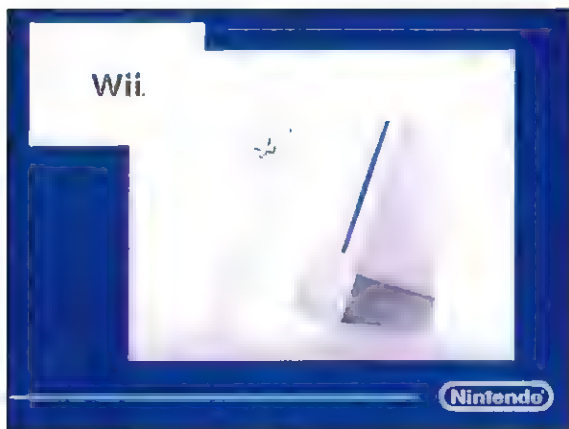






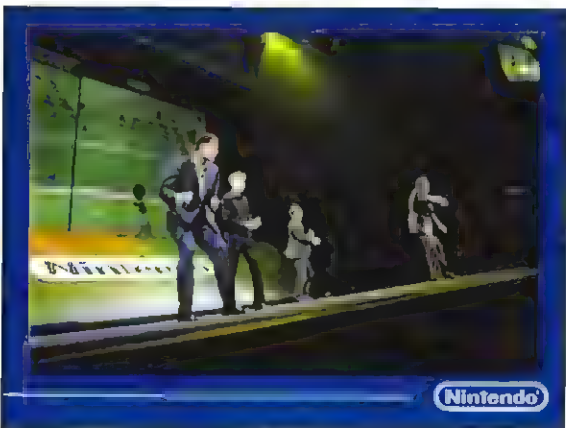


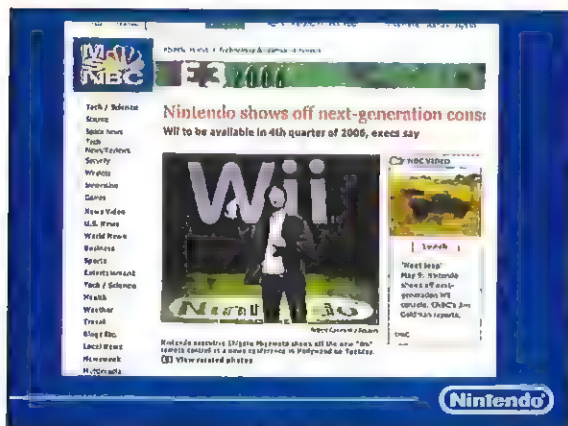


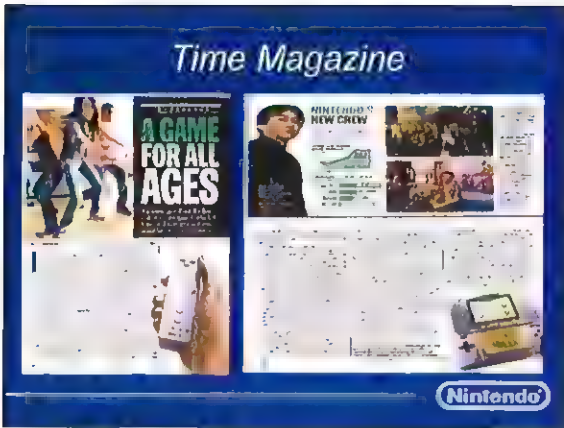


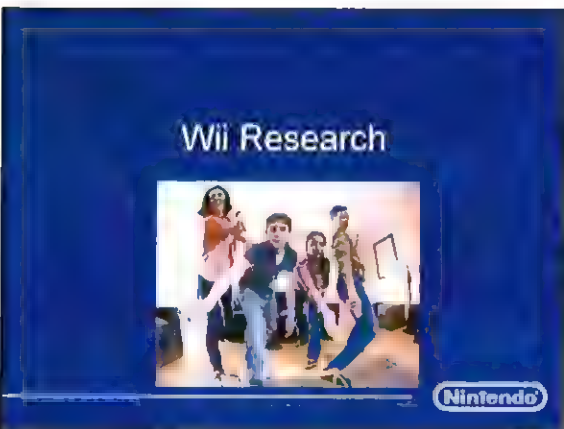















CONFIDENTIAL

Wii : Third Party Support

- ❖ Over 450 Publisher/Developers have contacted us to get on board
- ❖ All existing console Publishers signed up



CONFIDENTIAL

Wii : Third Party Support

Q4 2006

Activision Activision Atlus EA EA Konami Sega THQ THQ	Marvel : Ultimate Alliance Tony Hawk's Downhill Jam Trauma Center : Second Opinion Madden NFL Need for Speed : Carbon Elebits Super Monkey Ball : Banana Blitz Avatar The Last Airbender Cars	Action RPG Skateboard Racing Medical Simulation Sports Racing / Adventure Action / Strategy Action / Party Action / Adventure Racing
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CONFIDENTIAL

Wii : Third Party Support

Q4 2006

THQ THQ Ubisoft Ubisoft Ubisoft Disney	Spongebob : Creature from Krusty Krabb Barnyard Red Steel Open Season Rayman Raving Rabbids Chicken Little : Act in Space	Action / Adventure Action / Adventure 1 st Person Shooter Action / Adventure Action / Adventure Action/Adventure
---	--	--



Wii Marketing Overview

- ❖ Media Target Changed
 - 25-49 adults and families vs. historic 6-17
- ❖ Selling the experience, not individual software
- ❖ In-store a combination of interactivity and information kiosk
- ❖ Mall sampling a critical component

Nintendo

Key Launch Information

- ❖ Date
- ❖ Price
- ❖ Final lineup
- ❖ Virtual Console details

... Coming Soon!

Nintendo



Nintendo